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"E-COMMERCE"

Neha Saroj[1]

Tarachand Sah[2]

Siddharth Kumar[3]

Anurag Kumar[4]

Praveen Kumar[5]

Department Computer Science and Engineering

DELHI INSTITUTE OF ENGINEERING AND TECHNOLOGY, MEERUT UP. INDIA

ABSTRACT

The drivers for electronic commerce are both technological (under the tremendous pressure of innovation) and business oriented. This paper will highlight some guidelines for companies who are entering into E-commerce to create an E-commerce strategy or who already have an E-commerce presence to revise their existing strategy.

E-Commerce is now seen as a reality for many businesses and a normal part of a business plan. The immediate benefits, in terms of cost savings, efficiencies and enhanced profitability are clear at every stage in the supply chain. Adopting e-business is no longer a competitive advantage, but a normal business process, without which an enterprise is unlikely to survive in the new economy. Year 2000 saw many Dot-com companies built up and many companies going into E-commerce however now it is a different story, more and more companies are failing, and investors are becoming cautious to invest money into Internet ventures. There is more cash needed then was expected. Some of them had to get on the bandwagon as everybody else were and didn't want to be left behind, and now that the bubble has burst they are facing the consequences. This paper will aim to help companies to realize what they need to follow to have a successful business if they plan well and have a good strategy.

Executives of successful E-commerce companies need to be strategic thinkers focusing on customers, markets, and competitive positioning, as well as on internal operations. Determination of a suitable E-commerce strategy begins with identification of the opportunities and risks. The task of tracking the changing environments, understanding customer groups, requires formulating strategies and planning their implementation.

In order to develop an e-commerce website, a number of Technologies must be studied and understood. These include multi-tiered architecture, server and client side scripting techniques such as programming language (such as PHP), relational databases (such as MySQL). In this project, the main aim is to demonstrate that with better interaction features in laptops and smartphones web sites could improve sales over the net.

Key Word: E-commerce, Business, Commerce, Popularity, Service

INTRODUCTION

1.1 Basics:

E-commerce, or electronic commerce, refers to the buying and selling of goods and services over the internet. It involves the use of electronic platforms, such as websites, mobile applications, and social media, to conduct transactions between businesses and consumers or between businesses. E-commerce has revolutionized the way businesses operate and has created new opportunities for entrepreneurs and consumers alike.

One of the primary benefits of e-commerce is that it offers a more convenient and efficient way to conduct business

E-commerce has continued to grow in popularity and importance, particularly in light of the COVID-19 pandemic, which has led to a surge in online shopping as people seek to minimize in-person interactions. As a result, businesses that are able to adapt to the e-commerce landscape are likely to have a competitive advantage in the years to come.

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E-commerce refers to commercial transactions of goods or services conducted over the internet. Over the past several years, e-commerce has rapidly evolved to become a combination of online and offline retail that is vertically integrated. You can find numerous e-commerce companies selling various types of products and services. Their avenues of doing business are typically divided into three main categories:



Fig.1.1

Some of the major players in the e-commerce industry, such as Amazon, Alibaba, and eBay, are well known by the public and own a large proportion of the market share.

1.2 Types of E-commerce model:

There are type of e-commerce models that can describe almost every transaction that takes place between consumers and businesses.

1. **Business to Consumer (B2C):** When a good or service is sold to an individual consumer by a business, e.g., we buy a pair of shoes from an online retailer.
2. **Business to Business (B2B):** When a good or service is sold by a business to another business, e.g., a software-as-a-service is sold by a business for other businesses to use.
3. **Consumer to Consumer (C2C):** When a good or service is sold by a consumer to another consumer, e.g., we sell our old furniture on eBay to another consumer.
4. **Consumer to Business (C2B):** When a consumer's own products or services is sold to a business or organization, e.g., an authority offers exposure to their online audience in exchange for a fee or a photographer licenses their photo for a business to use.

1.3 Features:

1.3.1 Product catalogue:

An e-commerce platform should provide an easy way to create and manage a product catalog, including adding new products, editing existing ones, and categorizing them.

1.3.2 Shopping cart:

A shopping cart is a tool that allows customers to add products they want to purchase and keep track of the items as they continue to browse the website.

1.3.3 Checkout and payment processing:

A reliable checkout and payment processing system is essential for e-commerce success. Customers should be able to complete transactions quickly and easily using a variety of payment methods.

1.3.4 Shipping and order management:

Once a customer places an order, the e-commerce platform should provide tools to manage the order, including tracking information, shipping options, and delivery status.

1.3.5 Marketing and analytics:

An e-commerce platform should offer tools to help businesses market their products, such as email campaigns and social media integration. Additionally, analytics can help businesses track customer behaviour, identify trends, and improve their overall strategy.

1.3.6 Mobile optimization:

With more people shopping on their mobile devices, it's essential that e-commerce platforms are mobile-optimized, with a responsive design that provides an optimal shopping experience on smartphones and tablets.

1.4 Uses of e-commerce:

1. Digital products and services: E-commerce is also commonly used for the sale of digital products and services, such as music, e-books, software, and online courses.

2. Online booking and reservations: E-commerce is used for booking and reservations of flights, hotels, rental cars, and other travel-related services.

3. Food delivery: E-commerce platforms are used for online ordering and delivery of food from restaurants.

4. Online advertising: E-commerce is also used for online advertising, where businesses can advertise their products and services to a large audience.

5. Online retail: One of the most well-known uses of e-commerce is online retail, where businesses sell products directly to consumers through their online store, website, or mobile app.

1.4 COMPONENT:

1.4.1 Software component:

- Window OS
- Subline text
- Microsoft visual studio 2021
- MySQL server
- Atom

1.4.2 Hardware component:

- System with minimum configuration
- A Reliable computer

PHISHING PROBLEM

2.1 Phishing problem:

In general, according to the Anti-Phishing Working Group (AWPG), of which Vade Ratro is a member, overall unique phishing attacks received and reported increased by 186% from 2013 to 2015. Countless other mass phishing emails were blocked by anti-spam filters and so were not counted.

It is undeniable fact that the e-commerce security threats are causing havoc in online transactions. The industry experiences up to 32.4% of all successful threats annually. Hackers usually target e-commerce store admins, users, and employees using a myriad of malicious techniques.



fig.2.1

There are just so many e-commerce frauds that are plaguing the industry currently. In this blog post, we have tried to list down the common threats your e-commerce face and how to prevent them. If you have already been hacked with credit card frauds, scamming, phishing, bad bots, DDoS attacks, or any other cyberattack, you can get a complete malware removal right now with Astra Security.

2.2 Profile of Problems:

One must know what the problem is before it can be solved. The basis for ecommerce is to buy products online and save the timing.

A Ecommerce, who want to buy any product of their need, has to contact different Shoppers, before deciding upon a particular Product that best suit his needs, requirements and satisfaction. Moreover,most of the work involved in this development process has to be done manually which is very timeconsuming and cumbersome and also, it reduces the efficiency, accuracy.

To know the facts and understanding of the problem in detail, ***System Analysis*** is carried out. It is the process of studying the business processes and procedures, generally referred to as business systems, to see how they can operate and whether improvement is needed.

STRUCTURE OF THE PROJECT

3.1 Before Login:

- Login
  - Register
- Forget Password
  - Administrator Login
- About Us
  - Contact Us

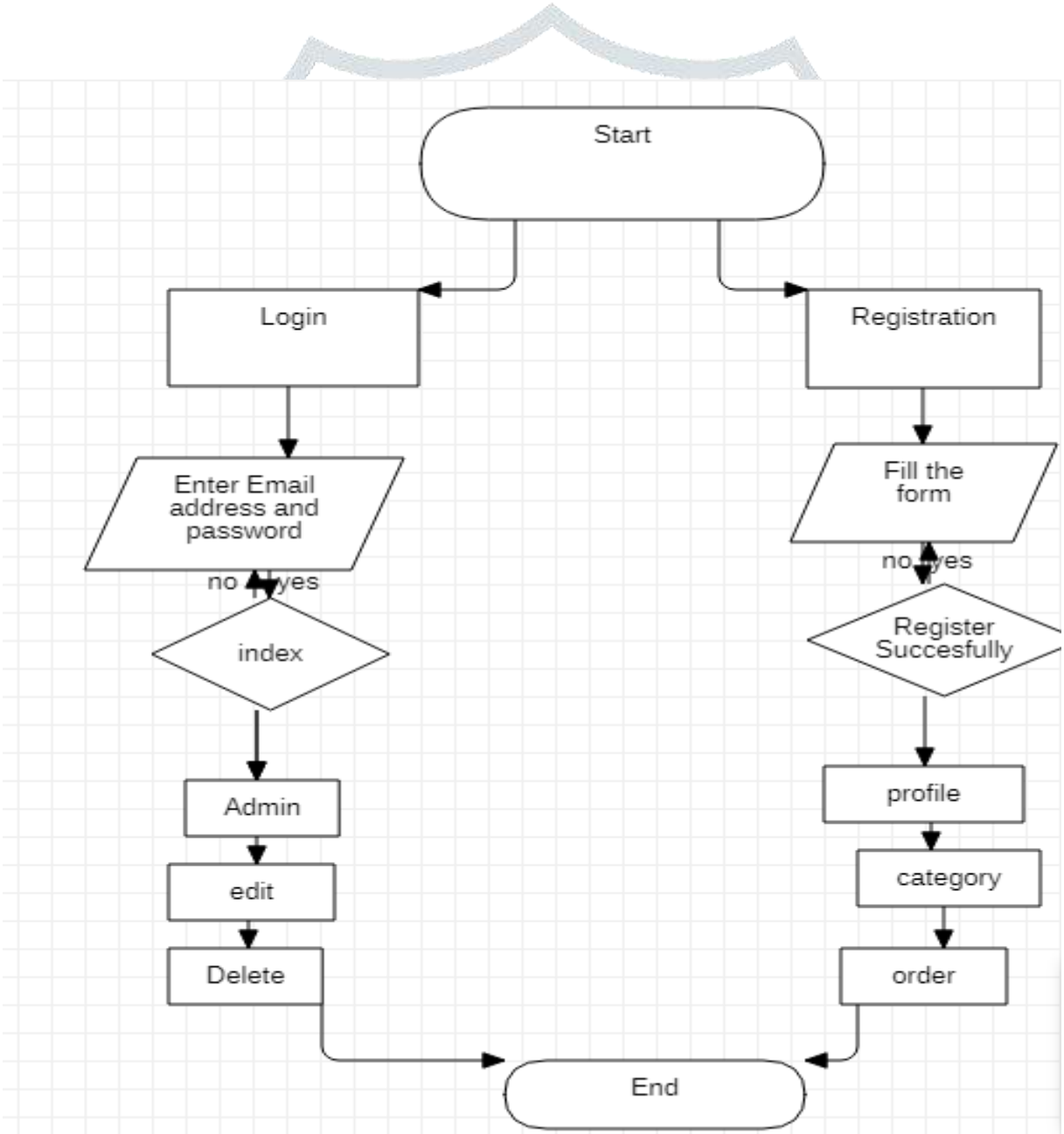


Fig.3.1

3.2 After Administrator Login:

- Edit Website Details
- Add Brands
- Add Category
- Add Items
- Delete Brands
- Delete Category
- Delete Items
- Manage User
  - See Users
  - Users Shopping
    - Add Users
  - Delete Users
- Logout

3.3 After User Login:

- My Profile
  - Edit Profile
    - Change Password
- Buy Products
  - Categories (Controlled by Admin. Which can be add it dynamically according totheir needs)
- My Cart
- My Shopping's
- Checkout
- Logout

FUTURE SCOPE AND FEASIBILITY

4.1 Scope and Feasibility:

This activity is also known as the feasibility study. It begins with a request from the user for a newsystem. It involves the following:

- Identify the responsible user for a new system
    - Clarify the user request
- Identify deficiencies in the current system
    - Establish goals and objectives for the new system
- Determine the feasibility for the new system
- Prepare a project charter that will be used to guide the remainder of the Project

4.2 System Analysis:

The objective of the system analysis activity is to develop structured system specification for the proposedsystem. The structured system specification should describe what the proposed system would do; independent of the technology, which will be used to implement these requirements. The structured system specification will be used to implement these requirements. The structured system specification will be called the essential model (also known as logical model).

4.3 System Design:

System design involves transformation of the user implementation model into software design.The design specification of the proposed system consists of the following:

4.4 Implementation:

This activity includes programming, testing and integration of modules into a progressively morecomplete system. Implementation is the process of collect all the required parts and assembles them into a major product.

4.5 Test Generation:

This activity generates a set of test data, which can be used to test the new system before accepting it. In the test generation phase all the parts are come which are to be tested to ensure that system does not produce any error. If there are some errors then we remove them and furtherit goes for accepting.

4.6 Problem Analysis:

Ecommerce system is a computerized, online solution to the various problems faced by the Product buyer and seller wishing to outsource their software development work to a Provider at an economical cost, thus achieving high performance, accuracy, reliability and high speed ofdata retrieval.

4.6.1 There are 2 categories of users-

1. General User
2. Registered Use

5.1 CONCLUSION:

To conclude the description about the project. The project, developed using PHP and MySQL isbased on the requirement specification of the user and the analysis of the existing system, with flexibility for future enhancement. The expanded functionality of today's software requires an appropriate approach towards software development. This ecommerce software is designed E- commerce site project is developed using PHP, CSS, Bootstrap, and JavaScript. Talking about the project,it has all the required essential features. This project has a user side where he/she can view product category and add products to cart and proceed for checkout whereas from administration side he/she can view sales, number of product users, daily sales report, add product and categories. The user can also leave comments on each product if he/she wants. In this project, all the main functions are perform from the Admin side, User Friendly.

E-commerce still represents one of the business methods that take advantage if done the right way, even if the stock market and commodities fell, but E-Commerce still able to survive and receive high transaction. E-commerce has a tremendous opportunity in the course of or business in Malaysia. In addition, it is also to introducing new techniques and styles in a transaction. Use the extensive E-Commerce in the Internet world is actually much better to bring the goodness of the individual or the state.

E-Commerce has undeniably become an important part of our society. The successful companies of the future will be those that take E-Commerce seriously, dedicating sufficient resources to its development. E-Commerce is not an IT issue but a whole business undertaking. Companies that use it as a reason for completely re-designing their business processes are likely to reap the greatest benefits. Moreover, E-Commerce is a helpful technology that gives the consumer access to business and companies all over the world.

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- https://www.apnacollage.com
- https://www.codewithharry.com

6.2 Books:

- Ecommerce Evolved: The Essential Playbook to Build, Grow & Scale a Successful Ecommerce Business by Tanner Larsson. ...
- DotCom Secrets: The Underground Playbook for Growing Your Company Online by Russell Brunson. ...
- Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability by Steve Krug.
- The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand out From The Crowd by Allan Dib

